



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
-----------------	-------------	----------------------	---------------------	------------------

10/721,117

11/25/2003

Dominic Bennett

CLAR 1067-1

6145

61081 7590 06/13/2008

CLARIA CORPORATION
c/o HAYNES BEFFEL & WOLFELD LLP
P.O. BOX 366
751 KELLY STREET
HALF MOON BAY, CA 94019

EXAMINER

ALVAREZ, RAQUEL

ART UNIT

PAPER NUMBER

3688

MAIL DATE

DELIVERY MODE

06/13/2008

PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

DETAILED ACTION

1. This office action is in response to communication filed on 11/25/2003.
2. Claims 1-20 are presented for examination.

Claim Rejections - 35 USC § 102

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

3. Claims 1-4, 13-20 are rejected under 35 U.S.C. 102(b) as being anticipated by Haitsuka et al. (6,847,992 hereinafter Haitsuka).

With respect to claim 1, Haitsuka further teaches a method of analyzing Online advertising information (Abstract). Receiving consumer data from client computers (see Figure 7, 720); create a database based on the consumer data (Figure 7, 720); receiving user selected values from a front end, the front end having a selection area with user selectable values that change depending on an initially selected value (i.e. sponsor define certain criteria so therefore the relevant (value) records change according to the sponsor defined criteria)(Figure 8, 820); extracting data from the database based on the user selected values (Figure 8, 835).

With respect to claim 2, Haitsuka further teaches each of the plurality of hierarchical tables comprises dimensions and facts, and wherein the facts are partly from the consumer data (col. 18, lines 20-24).

With respect to claim 3, Haitsuka further teaches the consumer data further comprise a number of impression of an advertisement (Figure 6, 620).

With respect to claim 4, Haitsuka further teaches that the consumer data further comprise a number of click on an advertisement (Figure 6, 720).

With respect to claims 13-15, 17 and 20 Haitsuka teaches receiving a plurality of selected dimensions of a database from a front end user, the front end having selection areas that are driven by tables at the database (i.e. the sponsor identify relevant criteria and records of information they want to receive)(Figure 18, 820 and col. 18, lines 20-24); extracting data from the hierarchy table to generate extracted data (Figure 8, 835); filtering the extracted data using filter parameters received from the front end to generate filtered data; and providing the filtered data to a client computer running the front end as a report (figure 8, 835 and col. 18, lines 20-24).

Claims 16 and 18-19 are rejected under same rationale as claims 2-3 and 11-12 rejected above.

Claim Rejections - 35 USC § 103

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claims 5-12 are rejected under 35 U.S.C. 103(a) as being unpatentable over Haitsuka.

Claim 5 further recites the database comprises Analytical Processing Database (OLAP). Official Notice is taken that it is old and well known to use Analytical Processing Database to summarize views of business data and is used for reporting, analysis, modeling. It would have been obvious in the system of Haitsuka to use Analytical Processing Database (OLAP) in order to provide a quick way of slicing and dicing the data.

With respect to claim 6, Haitsuka further teaches a first selection area for selecting a first set of values (i.e. sponsor define certain criteria so therefore the relevant (value) records change according to the sponsor defined criteria)(Figure 8, 820). With respect to a second area for selecting a second value from a second set of values, the second set of values being automatically provided by the front end in the second selection area based on the first value, wherein the first and second values refer to values stored in a database. Haitsuka doesn't teach a second set of values being automatically provided based on the first value. Official Notice is taken that it is old and well known that based on the user entry to automatically provide a second set of values. For example, when a user enters that he or she wants to listen to 3 minutes of advertisements or the like, the system automatically retrieve from the database a list of ads that are for 3 minutes or less from which the user would make a second selection from in order to comply with the user request. It would have been obvious to a person

of ordinary skill in the art at the time of Applicant's invention to have included a second area for selecting a second value from a second set of values, the second set of values being automatically provided by the front end in the second selection area based on the first value, wherein the first and second values refer to values stored in a database in order to achieve the above mentioned advantage.

Claims 7-9 are rejected under same rationale as claim 5 rejected above.

With respect to claim 10, Haituka further teaches consumer data collected by a client program in a client computer (Figure 7, 720).

With respect to claims 11-12 are rejected under same rationale as claims 3-4 rejected above.

Point of contact

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Raquel Alvarez whose telephone number is (571)272-6715. The examiner can normally be reached on 9:00-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric w. Stamber can be reached on (571)272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Art Unit: 3688

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Raquel Alvarez/
Primary Examiner, Art Unit 3688

Raquel Alvarez
Primary Examiner
Art Unit 3688

R.A.
6/6/2008